

ORDER



WOOD

Orders	Order / Rev:	215865
	Alt Order #:	6865954
	Product Desc:	MI-6
	Estimate:	3460
	Flight Dates:	10/22/12 - 11/06/12
	Original Date / Rev:	10/19/12 / 11/07/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	National Media
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Upton for All of Us
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	P4
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN16589
Agency External ID:	IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$6,750.00	\$5,737.50
10/29/12	11/06/12	11	\$17,700.00	\$15,045.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$6,750.00	\$5,737.50	0.00
November 2012	11	\$17,700.00	\$15,045.00	0.00
Totals	17	\$24,450.00	\$20,782.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/24/12	10/24/12	Today Show M-F Today Show	CM	658-9a	--W----	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,300.00	0.00							
E 2	WOOD	10/25/12	10/25/12	Today Show M-F Today Show	CM	658-9a	---T---	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	---T---	1		\$1,300.00	0.00							
E 3	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M-----	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	M-----	1		\$1,300.00	0.00							
E 4	WOOD	10/31/12	10/31/12	Today Show M-F Today Show	CM	658-9a	--W----	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	--W----	1		\$1,300.00	0.00							
E 5	WOOD	11/06/12	11/06/12	Today Show M-F Today Show	CM	658-9a	-T-----	1:00	2	\$1,300.00	P4	0.00	NM	0	\$0.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							

Order / Rev: 215865
 Alt Order #: 6865954
 Flight Dates: 10/22/12 - 11/06/12

Advertiser: POL/Upton for All of Us
 Product Desc: MI-6
 Estimate: 3460

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	11/06/12	11/06/12	Today Show M-F Today Show	CM	658-9a	-T-----	1:00	2	\$1,300.00	P4	0.00	NM	0	\$0.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	2		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WOOD	11/05/12-11/11/12		Today Show M-F		658-9a	-T-----	1:00		(\$1,300.00)		0.00	NM		
Credited															
[n/a]															
3	WOOD	11/05/12-11/11/12		Today Show M-F		658-9a	-T-----	1:00		(\$1,300.00)		0.00	NM		
Credited															
[n/a]															
E 7	WOOD	10/24/12	10/24/12	M-F 4-5p Ellen	CM	4-5p	--W----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$800.00		0.00						
E 8	WOOD	10/26/12	10/26/12	M-F 4-5p Ellen	CM	4-5p	----F--	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 9	WOOD	10/30/12	10/30/12	M-F 4-5p Ellen	CM	4-5p	-T-----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$800.00		0.00						
E 10	WOOD	10/31/12	10/31/12	M-F 4-5p Ellen	CM	4-5p	--W----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$800.00		0.00						
E 11	WOOD	11/01/12	11/01/12	M-F 4-5p Ellen	CM	4-5p	---T---	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$800.00		0.00						
E 12	WOOD	11/05/12	11/05/12	M-F 4-5p Ellen	CM	4-5p	M-----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
E 13	WOOD	10/24/12	10/24/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--W----	1:00	1	\$1,350.00	P4	0.00	NM	1	\$1,350.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,350.00		0.00						
E 14	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	1:00	1	\$1,350.00	P4	0.00	NM	1	\$1,350.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,350.00		0.00						
E 15	WOOD	10/29/12	10/29/12	NBC Nightly News WKD NBC Nightly News	CM	630-730P	M-----	1:00	1	\$1,350.00	P5	0.00	NM	1	\$1,350.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,350.00		0.00						
E 16	WOOD	10/29/12	10/29/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M-----	1:00	1	\$4,000.00	P4	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WOOD	10/29/12	10/29/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M- - - - -	1:00	1	\$4,000.00	P4	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M- - - - -		1		\$4,000.00		0.00					
E 17	WOOD	11/05/12	11/05/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M- - - - -	1:00	1	\$4,000.00	P4	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M- - - - -		1		\$4,000.00		0.00					
E 18	WOOD	10/27/12	10/27/12	SNL Saturday Night Live	CM	1130p-1a (11:30 PM-1:00 XM)	- - - - - S-	1:00	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S-		1		\$1,200.00		0.00					
E 19	WOOD	11/03/12	11/03/12	SNL Saturday Night Live	CM	1130p-1a (11:30 PM-1:00 XM)	- - - - - S-	1:00	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- - - - - S-		1		\$1,200.00		0.00					
													Totals	17	\$24,450.00